

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method for generating a recommendation for video content to a viewer, the viewer having a user profile corresponding to a viewing history of the viewer, the method comprising:

transmitting a request for accessing at least one other user profile corresponding to a viewing history of another user;

receiving at least a portion of at least one other user profile in response to the request;

combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile; and

determining a recommendation for video content based on the combined user profile.

2. (original) The method of claim 1, wherein the accessing comprises the other user providing at least partial access to the at least one other user profile through a communication channel (104).

3. (original) The method of claim 2, wherein the viewer has limited access to the at least one other user profile and the combining comprises the other user designating the portion of the at least one other user profile which can be combined with the user profile of the viewer.

4. (original) The method of claim 2, wherein the viewer has access to more than the portion of the at least one other user profile and the combining comprises the viewer designating the portion of the at least one other user profile which is to be combined with the user profile of the viewer.

5. (original) The method of claim 2, wherein the combining comprises automatically combining the user profile of the viewer with the portion of the at least one other user profile according to a predetermined criteria.

6. (previously presented) The method of claim 1, wherein the predetermined criteria comprises adding sub-portions of the at least one other user profile to the user profile of the viewer which are not present in the user profile of the viewer.

7. (original) The method of claim 1, further comprising assigning weights to at least a portion of the portion of the at least one other user profile before the combining to create a weighted combined user profile, wherein the determining comprises determining the recommendation for the video content based on the weighted combined user profile.

8. (currently amended) The method of claim 1, ~~wherein the accessing comprises~~ further comprising:

requesting the at least one other user profile according to a predetermined characteristic;

~~receiving at least one response to the request; and~~

selecting ~~the~~ at least one response based on the predetermined characteristic.

9. (currently amended) The method of claim 8, ~~wherein the receiving further comprises~~ comprising:

soliciting a corresponding price for ~~the~~ use of the at least one other user profile, wherein the selecting comprises selecting the at least one response based on the predetermined characteristic and the corresponding price.

10. (currently amended) An apparatus (100) for generating a recommendation for video content to a viewer, the viewer having a user profile corresponding to a viewing history of the viewer, the apparatus comprising:

a communication system means (102, 104, 114) ~~for that transmits a request for~~ accessing at least one other user profile corresponding to a viewing history of another user;

a processor (106) ~~for combining that~~ combines a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile; and

a recommender (110) ~~for determining that determines~~ a recommendation for video content based on the combined user profile.

11. (original) The apparatus of claim 10, wherein the viewer has access to more than the portion of the at least one other user profile and the apparatus further comprises a user interface in which the viewer designates the portion of the at least one other user profile which is to be combined with the user profile of the viewer.

12. (currently amended) The apparatus of claim 10, further comprising a combining system that ~~means for~~ automatically combines ~~combining~~ the user profile of the viewer with the portion of the at least one other user profile according to a predetermined criteria.

13. (currently amended) The apparatus of claim 12, wherein the combining system ~~means for automatically combining the user profile of the viewer with the portion of the at least one other user profile~~ comprises the processor (106).

14. (original) The apparatus of claim 12, wherein the predetermined criteria comprises adding sub-portions of the at least one other user profile to the user profile of the viewer which are not present in the user profile of the viewer.

15. (original) The apparatus of claim 10, further comprising a user interface for assigning weights to at least a portion of the portion of the at least one other user profile to create a weighted combined user profile, wherein the recommender (110) determines the recommendation for the video content based on the weighted combined user profile.

16. (currently amended) The apparatus of claim 10, wherein the communication system ~~means~~ (102, 104, 114) comprises:

a transmitter ~~means~~ (102) ~~for transmitting that transmits~~ a request for the at least one other user profile according to a predetermined characteristic;

a receiver ~~means~~ (102) ~~for receiving that receives~~ at least one response to the request; and

a user interface (114) ~~for selecting that allows the user to select~~ the at least one response based on the predetermined characteristic.

17. (currently amended) The apparatus of claim 16, wherein a corresponding price for the use of the at least one other user profile is also received with the at least one response, wherein the user interface (114) comprises a selection device ~~means~~ (118) ~~for selecting that allows the user to select~~ the at least one response based on the predetermined characteristic and the corresponding price.

18. (currently amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating a recommendation for video content to a viewer, the viewer having a user profile corresponding to a viewing history of the viewer, the method comprising:

~~transmitting a request for accessing~~ at least one other user profile corresponding to a viewing history of another user;
combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile; and
determining a recommendation for video content based on the combined user profile.

19. (currently amended) A computer program product embodied in a computer-readable medium for generating a recommendation for video content to a viewer, the viewer having a user profile corresponding to a viewing history of the viewer, the computer program product comprising:

computer readable program code ~~means for accessing~~ that transmits a request for at least one other user profile corresponding to a viewing history of another user;

computer readable program code ~~means for combining~~ that combines a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile; and

computer readable program code ~~means for determining~~ that determines a recommendation for video content based on the combined user profile.